NOTICE OF DECISION UNDER REGULATION 32
FILM POSTERS

DVD SLICK

TO: The Film and Video Labelling Body Inc.
PO Box 2627
AUCKLAND

Pursuant to regulation 32 of the Films, Videos, and Publications Classification Regulations 1994 the film poster entitled:

Justin Slayer's Big Booty White Girls II

is **Not Approved.**

The DVD slick is not approved because it degrades, dehumanises and demeans the women depicted, and, by implication, women in general. A mass of images on the back cover present Caucasian women as generally sexually available to African American men. Many images display the women's buttocks and their penetrated vaginas, mouths or anuses as a spectacle. This applies especially to the woman identified as Macy Lane. Four close up or medium close up images contain only her buttock or genital area and one shows her open anus. Three images are medium close ups of a penis penetrating her mouth, from a male point of view, or merely as breasts, a chin, and a penetrated mouth which is being held in position by the man she is fellating. The overall effect of the images reduces Macy Lane, all of the women depicted, and women in general, to buttocks, or a set of orifices for male sexual gratification. The text portrays women merely as physical attributes or as objects for sexual use in coarse terms that add to the degrading, dehumanising and demeaning effect.

The Classification Office has weighed the competing considerations of the issues raised above and the right to freedom of expression set out in s14 of the New Zealand Bill of Rights Act 1990. The DVD slick's potential for injury to the public good makes it likely that, if the slick were to be submitted under s13(1) of the Films, Videos, and Publications Classification Act 1993, it would be classified as objectionable. The likely injury to the public good caused by the availability of this advertising material is its potential, as a piece of shelf advertising, to present women to male customers in a highly degrading, dehumanising and demeaning manner. It is therefore likely to reinforce negative male attitudes towards women. For these reasons the DVD slick is not approved. Such a limitation on the right to freedom of expression is justified in order to prevent likely injury to the public good.

Date: 02 November 2005

For the Classification Office (signed):

OFLC No: 501573